

Department of Economic & Sustainable Development

Citizen's Academy
September 8, 2011

Department of Economic & Sustainable Development

Mission



To foster a livable and economically resilient community

through partnerships, collaboration and outreach,

and through strategic initiatives that

- expand economic opportunities,
- preserve the health of our environment,
- provide for social equity to the citizenry and
- advance the principles of sustainable development.

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Program Areas



- Business relations and business development
- Arts and cultural destination development, Bloomington Entertainment and Arts District
- Sustainable development, Sustainable City Initiative

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Common Acronyms

- **BUEA or BUEZ** = Bloomington Urban Enterprise Association or Zone
- **CRED** = Community Revitalization Enhancement District
- **CTP** = Certified Technology Park
- **TIF** = Tax Increment Financing district
- **BEAD** = Bloomington Entertainment and Arts District
- **BIIF** = Bloomington Investment Incentive Fund

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Business Development/Relations



- Stimulate the retention, recruitment and expansion of business through quality-of-life economic development.
- Foster responsible economic growth through use of business incentives.
- Provide assistance to businesses and advocate for business concerns.
- Collaborate with partners to support and promote growth of targeted sectors.

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Business Development/Relations



- Assist in administration of economic development programs in revitalization areas (CREDS, TIFs, CTP, BUEZ)
- Staff support to the Industrial Development Advisory Commission, Economic Development Commission
- Serve on the Bltn Urban Enterprise Association, Downtown Bltn, Inc., Greater Bltn Chamber of Commerce committees, BEDC, Convention & Visitors Bureau, more

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Business Development/Relations

In 2010/11:

- 5 BIIF projects
 - \$219,000 in loans/grants; 46 PT/FT jobs
 - 3 new businesses, 2 renovation projects
 - \$557,000 in private investment
- 24 businesses issued itinerant merchant, peddlers permits
 - Food trucks to window upgrade services to seasonal retail efforts
 - Sometimes multiple permits per business
 - Average 4 inquiries/week over the season



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2012 Priorities: Business Development/Relations



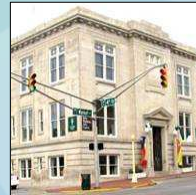
- Website upgrades: interactive information for startups ("Business Academy")
- Membership in the International Economic Development Council, Indiana Economic Development Association, Bloomington Economic Development Corporation
- Funding support for Bloomington Technology Partnership and the Life Sciences Partnership; Downtown Bloomington, Inc.
- Support for collaborations, events that foster entrepreneurial capacity building and workforce development

<http://bloomington.in.gov/business-academy>

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Arts/Cultural Destination Development

- Collaborate with partners to brand Bloomington as an arts and entertainment destination
- Develop and promote the Bloomington Entertainment and Arts District
- Administer public art/entertainment programs/partnerships
- Work to build capacity of local arts and entertainment organizations and businesses



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Arts/Cultural Destination Development



- Social Media
 - 1,386 Facebook fans, more from outside Bloomington than inside
 - 539 Twitter followers, most common tweets: upcoming events
- visitbead.com
 - Launched 2010
 - Spikes of nearly 100% during heavy event weekends such as Lotus, Taste of Bloomington
- E-newsletter

@GoBead



<http://www.facebook.com/bloomingtonentertainmentandartsdistrict>



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2012 Priorities:

Arts/Cultural Destination Development



- Incentives and Assistance:
 - Forgivable Loan Program
 - Arts Partner Grants
 - Arts Commission Grants
- Destination Marketing
 - visitbead.com interactivity and stickiness
 - brochures, maps and advertising in regional tourism and culture publications
- Public Art
 - BEAD gateway installation
 - maintenance of signage

<http://bloomington.in.gov/arts>

<http://www.visitbead.com>

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Sustainable City



- Facilitate, coordinate and enable others to move toward more sustainable policies and practices.
- Liaison to the Commission on Sustainability
- Partner with community organizations, institutions, businesses and residents.
- Build on knowledge, efforts and ideas generated by fellow departments.

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Sustainable City



- Green Building Ordinance compliance: coordinating efforts and priorities
- Bike Fleet: reducing vehicle miles traveled at work
- Team Green: streamlining processes and increasing efficiencies
- Sustainability Partnership Grants
- Policy/practice recommendations: toward a more livable community

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Sustainable City

- Website and social media
 -  228 fans; 165 active users
 - 199 e-newsletter subscribers
- Demonstrations at events
 - Rain barrel construction
 - Green cleaning supplies
- Hoosier to Hoosier Community Sale
- Beat the Meter Blitz
- LEED by example
 - Energy dashboard



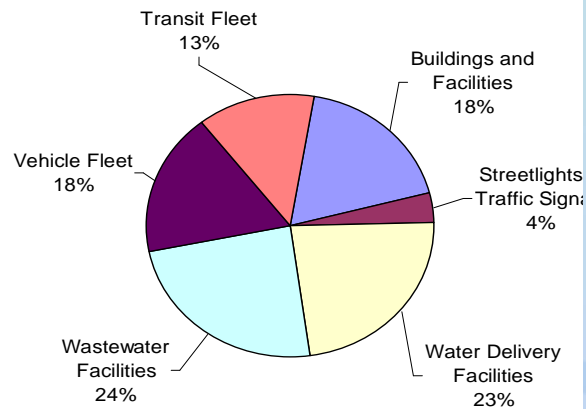
<http://bloomington.in.gov/sustainabledevelopment>

Find us on facebook: [Bloomington – Sustainable City](#)

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GBO Project: Energy Use by City Government

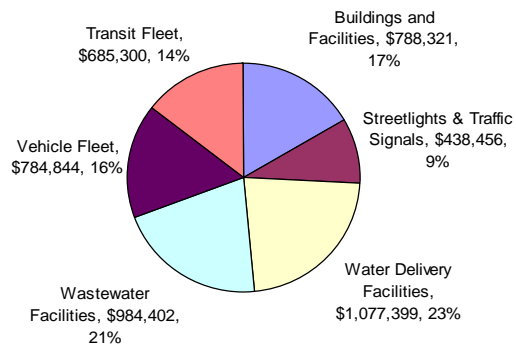
Energy consumption by City government sector (2010)



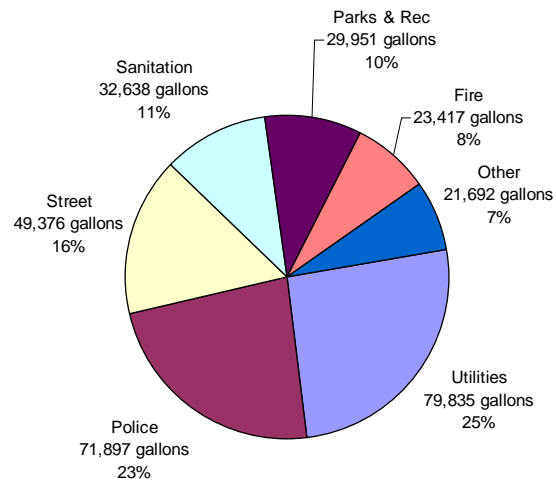
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GBO Project: Energy Use by City Government

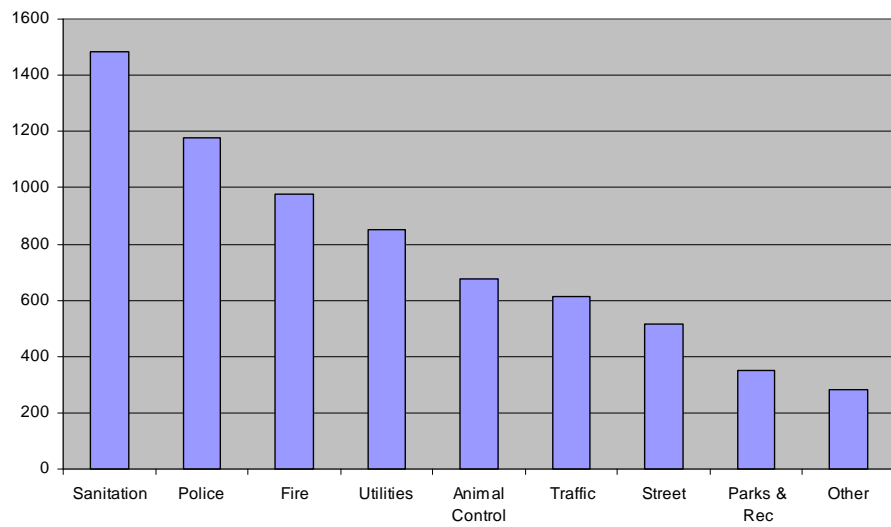
Cost of energy by City government sector (2010)



Total fuel consumption by department (gallons, 2010)



Average fuel consumption per vehicle (gallons, 2010)



Total fuel consumption (2010)

Department	Total fuel consumption (gallons)	Avg gallons per vehicle
Utilities	79,835	849
Police	71,897	1,179
Street	49,376	514
Sanitation	32,638	1,484
Parks & Rec	29,951	348
Fire	23,417	976
Other	21,692	374
Total	308,806	--

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2012 Priorities: Sustainable City



- Sustainability Partnership Grant Program
- Engage the community in planning and implementing sustainability efforts, e.g., a summit on particular sustainability issues
- Continued membership in Local First Indiana, Urban Sustainability Directors Network, US Green Building Council (regionally and nationally), Local Governments for Sustainability (i.e., ICLEI) and the Indiana Recycling Coalition

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More Strategic Accomplishments and Priorities



- Adopted new guidelines for BIIF, Tax Abatement: better targeting of projects that enhance sustainability, clarify expectations
- Renewed partnership with BUEA to provide Phase II of B-Line Business Enhancement Grants
- Continued support to partners to plan for expansion to Convention Center, recruitment of convention hotel and area master planning
- Supported efforts to expand the Downtown TIF to include the CTP
- Coordinating team to implement purchase and redevelopment of 12 acres within the CTP

<http://bloomington.in.gov/certified-technology-park>

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Budget Allocation	2011 Budget			2012 Budget			\$ Change
	General Fund	Other Funds	Total	General Fund	Other Funds	Total	
100 - Personnel Services	300,145		300,145	304,439		304,439	4,294
200 - Supplies	3,425		3,425	3,000		3,000	(425)
300 - Other Services	285,945		285,945	216,784		216,784	(69,161)
400 - Capital Outlays	0		0	0		0	0
Total	589,515	0	589,515	524,223	0	524,223	(65,292)

Employees	2011 Budget	2012 Budget	# Change
Regular	4,000	4,000	0.00
Temporary	0,000	0,000	0.00
Total	4,000	4,000	0.00

**Department of Economic
& Sustainable Development**

Thank you!



CITY OF BLOOMINGTON

**Mission
Statement**

**To preserve,
promote and
enhance Bloomington,
Indiana's distinct
identity and vibrant
quality of life.**



2012 BUDGET PROPOSAL